

Columbus GA

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	205,645	207,701	209,778	211,876	213,995
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue					
[67] Existing Customers Upgrade					
[68] Baseline Gross Adds Sell-in					
[69] Additional to Baseline Gross Adds					
[70] Total LIL Revenue					
[71] Total Revenue					
[72] Programming Costs					
[73] Bad Debt					
[74] Customer related					
[75] Total Direct costs					
[76] Total Direct Margin					
[77] Total Direct Margin %					
[78] Standard SAC From No LIL scenario					
[79] Incremental SAC with LIL					
[80] Total SAC Costs					
[81] Backhaul Expenses					
[82] Box replacement costs					
[83] Total Expenses:					
[84] Cash Based OPBDA					
[85] Cash Based OPBDA %					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

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[88] Cash Flows-No LIL

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[89] Incr/(Decr) from No LIL

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[90] NPV without Terminal Value

--

[91] IRR

--

[92] Terminal Value

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[93] Cash Flows with Terminal Value

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[94] NPV with Terminal Value

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[95] IRR

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	140,836	142,244	143,667	145,103	146,555
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	█	█	█	█	█
[13] Total Revenue	█	█	█	█	█
Expenses:					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	140,836	142,244	143,667	145,103	146,555
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	,	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Cutomers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	████	████	████	████	████
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	████	████	████	████	████
[79]	Incremental SAC with LIL	████	████	████	████	████
[80]	Total SAC Costs	████	████	████	████	████
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Bluefield-Beckley WV

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	147,613	149,089	150,580	152,086	153,607
[2] Beginning Customers					
[3] Gross Adds					
[4] Disconnects					
[5] Ending Customers					
[6] Average Customers (2 pt avg)					
[7] Ending DIRECTV Market Share					
[8] Disconnect Rate					
[9] Average Gross Adds per Month					
[10] Gross Add Rate					
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue					
[12] LIL Revenue					
[13] Total Revenue					
Expenses:					
[14] Programming Costs					
[15] Bad Debt					
[16] Customer related					
[17] Total Direct costs					
[18] Total Direct Margin					
[19] Total Direct Margin %					
[20] SAC Costs - No LIL					
[21] Total Expenses:					
[22] Cash Based OPBDA					
[23] Cash Based OPBDA %					

Bluefield-Beckley WV WV

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
--------	--------	--------	--------	--------

DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	147,613	149,089	150,580	152,086	153,607
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Bluefield-Beckley WV WV

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] Total Revenue

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue					
[67] Existing Cutomers Upgrade					
[68] Baseline Gross Adds Sell-in					
[69] Additional to Baseline Gross Adds					
[70] Total LIL Revenue					
[71] Total Revenue					
[72] Programming Costs					
[73] Bad Debt					
[74] Customer related					
[75] Total Direct costs					
[76] Total Direct Margin					
[77] Total Direct Margin %					
[78] Standard SAC From No LIL scenario					
[79] Incremental SAC with LIL					
[80] Total SAC Costs					
[81] Backhaul Expenses					
[82] Box replacement costs					
[83] Total Expenses:					
[84] Cash Based OPBDA					
[85] Cash Based OPBDA %					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	142,766	144,194	145,636	147,092	148,563
[2] Beginning Customers	—	—	—	—	—
[3] Gross Adds	—	—	—	—	—
[4] Disconnects	—	—	—	—	—
[5] Ending Customers	—	—	—	—	—
[6] Average Customers (2 pt avg)	—	—	—	—	—
[7] Ending DIRECTV Market Share	—	—	—	—	—
[8] Disconnect Rate	—	—	—	—	—
[9] Average Gross Adds per Month	—	—	—	—	—
[10] Gross Add Rate	—	—	—	—	—
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	—	—	—	—	—
[12] LIL Revenue	—	—	—	—	—
[13] Total Revenue	—	—	—	—	—
Expenses:					
[14] Programming Costs	—	—	—	—	—
[15] Bad Debt	—	—	—	—	—
[16] Customer related	—	—	—	—	—
[17] Total Direct costs	—	—	—	—	—
[18] Total Direct Margin	—	—	—	—	—
[19] Total Direct Margin %	—	—	—	—	—
[20] SAC Costs - No LIL	—	—	—	—	—
[21] Total Expenses:	—	—	—	—	—
[22] Cash Based OPBDA	—	—	—	—	—
[23] Cash Based OPBDA %	—	—	—	—	—

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	142,766	144,194	145,636	147,092	148,563
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Wheeling WV-Stebenville OH

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue					
LIL Revenue:						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
Expenses:						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Wheeling WV-Steubenville OH

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Does Not Provide Satellite Local-Into-Local Service					
Customer Profile					
[1] TV HH	141,370	142,784	144,212	145,654	147,110
[2] Beginning Customers	—	—	—	—	—
[3] Gross Adds	—	—	—	—	—
[4] Disconnects	—	—	—	—	—
[5] Ending Customers	—	—	—	—	—
[6] Average Customers (2 pt avg)	—	—	—	—	—
[7] Ending DIRECTV Market Share	—	—	—	—	—
[8] Disconnect Rate	—	—	—	—	—
[9] Average Gross Adds per Month	—	—	—	—	—
[10] Gross Add Rate	—	—	—	—	—
Profit & Loss (\$k) - No LIL					
Revenue:					
[11] Base Package Revenue	—	—	—	—	—
[12] LIL Revenue	—	—	—	—	—
[13] Total Revenue	—	—	—	—	—
Expenses:					
[14] Programming Costs	—	—	—	—	—
[15] Bad Debt	—	—	—	—	—
[16] Customer related	—	—	—	—	—
[17] Total Direct costs	—	—	—	—	—
[18] Total Direct Margin	—	—	—	—	—
[19] Total Direct Margin %	—	—	—	—	—
[20] SAC Costs - No LIL	—	—	—	—	—
[21] Total Expenses:	—	—	—	—	—
[22] Cash Based OPBDA	—	—	—	—	—
[23] Cash Based OPBDA %	—	—	—	—	—

Binghamton NY

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	141,370	142,784	144,212	145,654	147,110
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Binghamton NY

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue					
LIL Revenue:						
[67]	Existing Customers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
Expenses:						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Binghamton NY**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Biloxi-Gulfport MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	138,813	140,201	141,603	143,019	144,449
[2]	Beginning Customers	_____	_____	_____	_____	_____
[3]	Gross Adds	_____	_____	_____	_____	_____
[4]	Disconnects	_____	_____	_____	_____	_____
[5]	Ending Customers	_____	_____	_____	_____	_____
[6]	Average Customers (2 pt avg)	_____	_____	_____	_____	_____
[7]	Ending DIRECTV Market Share	_____	_____	_____	_____	_____
[8]	Disconnect Rate	_____	_____	_____	_____	_____
[9]	Average Gross Adds per Month	_____	_____	_____	_____	_____
[10]	Gross Add Rate	_____	_____	_____	_____	_____

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	_____	_____	_____	_____	_____
[12]	LIL Revenue	_____	_____	_____	_____	_____
[13]	Total Revenue	_____	_____	_____	_____	_____

Expenses:

[14]	Programming Costs	_____	_____	_____	_____	_____
[15]	Bad Debt	_____	_____	_____	_____	_____
[16]	Customer related	_____	_____	_____	_____	_____
[17]	Total Direct costs	_____	_____	_____	_____	_____
[18]	Total Direct Margin	_____	_____	_____	_____	_____
[19]	Total Direct Margin %	_____	_____	_____	_____	_____
[20]	SAC Costs - No LIL	_____	_____	_____	_____	_____
[21]	Total Expenses:	_____	_____	_____	_____	_____

[22]	Cash Based OPBDA	_____	_____	_____	_____	_____
[23]	Cash Based OPBDA %	_____	_____	_____	_____	_____

Biloxi-Gulfport MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
DIRECTV Provides Satellite Local-Into-Local Service					
Customer Profile					
[24] TV HH	138,813	140,201	141,603	143,019	144,449
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
LIL Customers					
LIL Lift (upgrades) from No LIL					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	.	████	████	████	████
[36] LIL Gross Adds	████	████	.	.	.
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers No LIL					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	.	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
LIL Sell-in New Customers Lift from No LIL					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	.	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
Total LIL Customers					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	.	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

Biloxi-Gulfport MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

		Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL						
Revenue:						
[66]	Package Revenue					
LIL Revenue:						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
Expenses:						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Biloxi-Gulfport MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

Hattiesburg-Laurel MS

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	107,509	108,584	109,670	110,767	111,874
[2]	Beginning Customers	_____	_____	_____	_____	_____
[3]	Gross Adds	_____	_____	_____	_____	_____
[4]	Disconnects	_____	_____	_____	_____	_____
[5]	Ending Customers	_____	_____	_____	_____	_____
[6]	Average Customers (2 pt avg)	_____	_____	_____	_____	_____
[7]	Ending DIRECTV Market Share	_____	_____	_____	_____	_____
[8]	Disconnect Rate	_____	_____	_____	_____	_____
[9]	Average Gross Adds per Month	_____	_____	_____	_____	_____
[10]	Gross Add Rate	_____	_____	_____	_____	_____

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	_____	_____	_____	_____	_____
[12]	LIL Revenue	_____	_____	_____	_____	_____
[13]	Total Revenue	_____	_____	_____	_____	_____

Expenses:

[14]	Programming Costs	_____	_____	_____	_____	_____
[15]	Bad Debt	_____	_____	_____	_____	_____
[16]	Customer related	_____	_____	_____	_____	_____
[17]	Total Direct costs	_____	_____	_____	_____	_____
[18]	Total Direct Margin	_____	_____	_____	_____	_____
[19]	Total Direct Margin %	_____	_____	_____	_____	_____
[20]	SAC Costs - No LIL	_____	_____	_____	_____	_____
[21]	Total Expenses:	_____	_____	_____	_____	_____

[22]	Cash Based OPBDA	_____	_____	_____	_____	_____
[23]	Cash Based OPBDA %	_____	_____	_____	_____	_____

Hattiesburg-Laurel MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	107,509	108,584	109,670	110,767	111,874
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	.	████	████	████	████
[36]	LIL Gross Adds	████	████	.	.	.
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	.	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	.	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	.	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Hattiesburg-Laurel MS

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] Total Revenue

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue					
[67] Existing Cutomers Upgrade					
[68] Baseline Gross Adds Sell-in					
[69] Additional to Baseline Gross Adds					
[70] Total LIL Revenue					
[71] Total Revenue					
[72] Programming Costs					
[73] Bad Debt					
[74] Customer related					
[75] Total Direct costs					
[76] Total Direct Margin					
[77] Total Direct Margin %					
[78] Standard SAC From No LIL scenario					
[79] Incremental SAC with LIL					
[80] Total SAC Costs					
[81] Backhaul Expenses					
[82] Box replacement costs					
[83] Total Expenses:					
[84] Cash Based OPBDA					
[85] Cash Based OPBDA %					